CLAIMS

1. A label for allowing retrieval of identification data, the label comprising

an optically coded region; and

a transponder housed within the label,

wherein the optically coded region is disposed on a top or bottom surface of the label around where the transponder is housed; and

wherein data obtained from reading both the optically coded region and the transponder is used to retrieve identification data, the identification data being used to retrieve background information of a product on which the label is fixed.

2. The label of claim 1, wherein the optically coded region is etched into either of the top or bottom surfaces, or both.

3. The label of claim 1 or 2, wherein the optically coded region spans across a plurality of zones.

4. The label of claim 3, wherein at least one of the zones is discontinuous from the other zones.

5. The label of claim 3 or 4, wherein the data read of the optically coded region comprises combining data selected from one or more of the zones.

6. The label of claim 5, wherein the selection of the one or more zones is in accordance with a programmed protocol.

7. The label of any one of the preceding claims, wherein the transponder comprises

a microchip; and

an antenna coupled to the microchip.

8. The label of any one of the claims 1 to 7, further comprising

a tunnel extending through a thickness of the label for housing the transponder, wherein the optically coded region is disposed around the tunnel.

9. The label of claim 8, wherein the transponder is held in place with sealant.

10. The label of any one of the preceding claims, wherein the optically coded region comprises an array of holes.

11. The label of any one of the preceding claims, wherein the transponder is passive.

12. The label of any one of the preceding claims, further comprising

mounting holes provided at opposite ends of the label.

13. A system comprising

a database configured to

retrieve the identification data, in response to a match when interrogated with data obtained from reading both the optically coded region and the transponder of the label of any one of the preceding claims;

locate stored content associated with the retrieved identification data; and

return the stored content.